

40TH ANNIVERSARY 1942!



40 YEARS AGO,



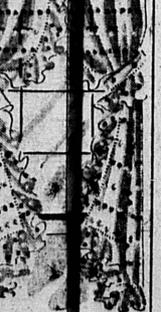
...and es were usually ornate with lots of trim or else the old ruffled curtains. We used plenty both in my store Wyoming in 1902."

... Homes

Quaint

RISOLA CURTAINS

98



Dotted, and Figured

... full adorn e charming rains ... easy to put so easy deep fresh dainty!

... full adorn e charming rains ... easy to put so easy deep fresh dainty!

FULL SIZE NATION-WIDE **MATTRESS COVER** 1.69

Just 30 at this Anniversary Feature! Buy your needs now!

FULL SIZE QUILTED **BED PADS** 1.87

These will add greatly to the sleeping qualities of that old mattress.

FANCY EMBROIDERED **PILLOW CASES** 1.00

Fine quality cases with attractive embroidered designs.

BEAUTIFUL HAND PRINTED **TABLE CLOTHS** 1.49

Full 52x88 size. New floral designs that are really outstanding.

64-INCH WIDTH **TABLE DAMASK** 69c

Fine quality woven floral design with woven colored border.

"EXCELLO" READY-TO-USE **TEA TOWELS** 13c

Bleached white as snow ... hemmed, ready to use. This is a feature value!



40 YEARS AGO,



When my first store was opened, I decided that staples like sheets and pillow cases should be an important part of my business."

NOW ... An Always ... It's **PENCO SHEETS** 1.53



Size 81 x 99 A quality tested and found good ... in the laboratory, as in millions of homes, the Penco name assures you maximum durability! Penco Cases, 42 x 36, 37c

* Reg. U. S. Pat. Off.

FULL SIZE FEATHER **BED PILLOWS** 1.00

Fine quality striped ticking with 100% curled chicken feathers.

TOWELING SPECIAL! 5 yards **49c**

Coarse knit, colored border. Fine for roller towels.

81x108 TORN UNBLEACHED **SHEETS** 87c

A special closeout. So be here early! Only 20 at this price.

70x99 BLEACHED SHEET **BLANKETS** 1.19

Full size. Heavy double nap. They wash very easily!

BEAUTIFUL 36-INCH **RAYON PANEL CURTAINS** 79c

Resist moisture, fog and soiling. Dress your windows up now!

80x105 KRINKLE **BEDSPREAD** 1.00

Full size in new wanted colors and patterns.



40 YEARS AGO,



women wore muslin drawers with lace and embroidery-trimmed ruffles. Each pair had yards and yards of material in it, and ironing them was a real chore!"

NOW ... Smart Women Wear **ADONNA PANTIES** 49c

Knitted of Rayon



Medium length—or brief. Excellently tailored, with taped yoke front, and covered elastic back. Unusual values because they're so smartly designed, so trim-fitting!

* Reg. U. S. Pat. Off.

NEW PATTERNS COLUMBUS **OILCLOTH** 33c yd.

Double coated for extra wear in a host of new patterns and colors.

NEW, CHEERY **Curtain Marquisette** 15c yd.

Fifty new patterns and colors to choose from ... It's house-cleaning time!

3-THREAD CHIFFON **SILK HOSE** 98c

Fine quality silk hose at this price will sell fast, so hurry! All new shades.

WOMEN'S CREPE or BROADCLOTH **PAJAMAS** 1.00

Crepe that needs no ironing. Broadcloth in fancy patterns.

FEATURE VALUE WOMEN'S **COTTON SLIPS** 69c

2 styles to choose from. Very serviceable.

WOMEN'S RAYON **ASCOT SCARFS** 59c

White - Tan Blue - Green Brown - Wine Peach

Smart Summer Fashioned! Designed for You! NEW SHIPMENT "JEAN NEDRA"

DRESSES 3.98

Frocks for the war-working tailored woman or for you who love to be frankly feminine! Sheer navy with clean-cut white collars. Prints so joyfully pretty they'll win your heart! 9 to 15. 12 to 20. 38 to 44.



GLEN-ROW* **Dresses** 2.98

Festive with new spring touches! Dressy, casual and sport types. Gay shades a d navy. 12 to 44.

Penney's Sunny Sports Togs For Lazy Days!

TAILORED BLOUSES 1.98

Styles casual as a snap of the fingers! Of fresh lovely Rayon in bright white and pastels that glorify a tan! They wash well!

SLIMMING ... COMFORTABLE! **WOMEN'S SLACKS** 3.98

The vogue for these active days! For lounging or playtime! Slick new styles of wear-forever materials in dashing colors!

30 NEW SUMMER STYLES IN **WOMEN'S NOVELTY and DRESS SHOES!**

STRAPS - PUMPS - OXFORDS

2.49

Browns - Tans - Whites - Blacks Styles that are different and sure to please most anyone!

WOMEN'S SADDLE **OXFORDS** 2.49

Fine Quality White Elk with Fine Brown Saddle Trim!



WHITE GOODS FEATURES!

PENCO SHEETS

Fine, smooth and snowy white! Famous laboratory tested sheets housewives everywhere depend on for years of wear and service!

72x99 ... 1.59 63x108 ... 1.49 **1.69** 81" x 108"

NATION-WIDE SHEETS

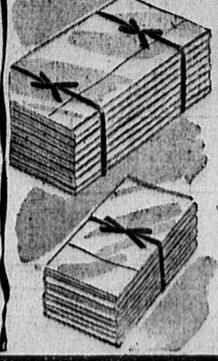
Firmly woven, with a smooth, even finish that will stay lovely even after frequent washings! Nation-Wide sheets are approved from coast to coast for durability! Get yours today!

72x99 ... 1.15 63x108 ... 1.15 **1.33** 81" x 108"

WIZARD SHEETS 89c

Sturdy and thrifty! They'll give you amazing wear! 81" x 99"

NATION-WIDE



Sturdy! Roomy! Extra Storage at Low Cost! **PENIMAJD JUMBO WARDROBE CLOSET** 1.66

Large—60"x28"x20"! Convenient Sliding Door! With Moth Vaporizer! Giant value found only at Penney's! Wardrobe closet of heavy Craft Board—sturdily reinforced with wood!

PENNEY'S FEATURE ALL LEATHER

"LITTLE TEACHER" **SHOES**

WHITE BLACK BROWN SMOKE ELK

1.49

Size 5 1/2 to 8 ... 1.69

Size 8 1/2 to 11 1/2 ... 1.98

Every Pair Has Leather Soles, Counters and Counter Lining! They Are Soft—They Stay Soft and Comfortable! Some Narrow Widths, Too!

